How to Dominate the World

*Heroku*
*Ruby Association*

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11th RubyWorld Conference
Unique Conference
Bridge between Business and Hackers
Popular Programming Language
11th in TIOBE Index (out of 150)
8th in Redmonk Index
Very Few Software Grow Big
How to Make Software Popular
Did I Intend Popularity?
No
Accidental Success
But We Can Learn Lessons
Abstraction
Generalization
Two Major Tools in Programming
Apply 2 Tools to Ruby History
1. Motivation
Why Did I Create Ruby?
Just for Fun
Love for Programming Languages
Creating A Language
Ultimate Freedom
Motivation
Motivation Behind Your Software
Long Running Effort
2 Years / 10 Years / 20 Years
Requires Long Lasting Motivation
Maintaining Your Motivation
2. Define Target Audience
Target Audience: Me
Friends Like Me
No Imaginary Friend
Be Concrete
3. Community
New Way to Develop Software
OSS/Free Software
Net Driven Software Development
Social Coding
Involvement
Open
If Thou Art Willing
Open to Contribution
Open Community
Imperfect Software
Ruby vs Mozilla
Philosophy
Joy of Programming
Human-focus Programming
Clear Goals
Ruby3 Goals

- Performance
- Concurrency
- Static Analysis
Ruby4 Goals

Faster, Smarter
4. Seeking Goals
Policy / Principle
Embodiment
Repeated Refinement
Seeking Ideal
Design Process
Beyond Expectation
Perl? Ruby!
Blog? Twitter!
Horse? Ford!
“If I had asked people what they wanted, they would have said: Faster horses...”

Henry Ford
Summary
1. Motivation
2. Target Audience
3. Community
4. Goal Seeking
Motivation
Keep Running for Years
Target Audience
Be Concrete
Community
Involvement
Social Development
Goal Seeking
Design Process
Early Stage: Development
Later Stage: Organizing
Organizing Community
Philosophy
Vague Definition
Make them Concrete
Design Process
E.g. Ruby3x3
E.g. Faster, Smarter
- Software
- Product
- Service
- Company
Same Principles Can Be Applied
1. Motivation
2. Target Audience
3. Community
4. Goal Seeking
This is how we dominate the world
You can do it too
Thank you